

## AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions and listings of claims in the application.

### Listing of the Claims:

1. (Currently Amended) A method of advertising or promoting, said method comprising:

projecting a light pattern comprising one or more illuminated areas from a projector onto a screen, said light pattern defining a message or announcement area; and

projecting a picture from the projector onto said screen into said one or more illuminated areas;

wherein outlines of said one or more illuminated areas correspond to outlines of the screen and wherein each of the one or more illuminated areas has a shape selected from the group consisting of an icon and a letter.

Claims 2-6: (Canceled)

7. (Previously Presented) A method according to claim 1, wherein the illuminated areas define a logo.

8. (Previously Presented) A method according to claim 1, wherein the projected light pattern is provided by editing a digital image defining said areas to be illuminated in order to provide a mask, the method comprising the following image processing steps of:

darkening part of the image surrounding said areas,

cleaning colors from within said areas, and

drawing up contours of said areas in the picture with a colored non-black line.

9. (Previously Presented) A method according to claim 8, further comprising the step of editing captured pictures by use of said mask in order to have said pictures projected within said areas defined by said non-black line.

10. (Previously Presented) A method according to claim 1, wherein different pictures are shown in different illuminated areas.

11. (Previously Presented) A method according to claim 8, wherein the step of editing the image comprises using an alpha key.

12. (Previously Presented) A method according to claim 8, wherein the step of darkening comprises providing a color type "black level 0" on the part surrounding said areas.

Claims 13-14: (Canceled)

15. (Previously Presented) A method according to claim 1, wherein the pictures are motion pictures showing objects selected from the group consisting of at least one of inanimate objects and living beings.

16. (Canceled)

17. (Original) A method according to claim 8, wherein the image processing is provided by an image-editing program on a computer.

18. (Previously Presented) A method according to claim 9, wherein the editing of the captured picture is provided by a video-editing program.

Claims 19-23: (Canceled)

24. (Currently Amended) An advertisement or promotion arrangement, said arrangement comprising:

means for projecting a light pattern comprising one or more illuminated areas defining a message or announcement area, each of the one or more illuminated areas having a shape selected from the group consisting of an icon and a letter;

a screen onto which said light pattern is projected[.];

means for projecting pictures into said one or more illuminated areas[.]; and

means for editing a digital image to define said one or more illuminated areas so that outlines of the one or more illuminated areas correspond to outlines of the screen.

25. (Previously Presented) An arrangement according to claim 24, wherein the means for projecting comprises one or more projectors.

26. (Canceled)

27. (Previously Presented) An arrangement according to claim 24, wherein the screen is made of a material selected from the group consisting of at least one of plastic, wood, aluminum, steel and acrylic material.

28. (Previously Presented) An arrangement according to claim 24, wherein screen is translucent.

Claims 29-30: (Canceled)

31. (Previously Presented) An arrangement according to claim 27, wherein the acrylic material comprises a frosted side onto which the light pattern and pictures are projected.

32. (Previously Presented) An arrangement according to claim 24, wherein the one or more illuminated areas define a logo.

33. (Previously Presented) An arrangement according to claim 24, wherein said means for editing a digital image comprise:

means for darkening a part of the image surrounding said one or more illuminated areas,

means for cleaning colors from within said one or more illuminated areas, and

means for drawing up contours of said one or more illuminated areas in the picture with a colored non-black line.

34. (Previously Presented) An arrangement according to claim 33, further comprising means for editing captured pictures by use of a mask in order to have said pictures projected within said non-black line.

35. (Canceled)

36. (Original) An arrangement according to claim 33, wherein the digital image is edited by use of an alpha key.

37. (Previously Presented) An arrangement according to claim 33, wherein the part surrounding the areas has a color type that is “black level 0” after darkening.

Claims 38-42: (Canceled)

43. (Previously Presented) An arrangement according to claim 24, wherein the screen comprises one or more adjacent screens.

Claims 44-46: (Canceled)

47. (Previously Presented) A method according to claim 1, wherein the picture comprises a still picture.

48. (Previously Presented) A method according to claim 1, wherein the picture comprises motion pictures.

Claims 49-56: (Canceled)

57. (Previously Presented) An arrangement according to claim 24, wherein the screen is arranged in front of a projector projecting at least one of the light pattern and the pictures.

Claims 58-63: (Canceled)

64. (New) A method according to claim 1, wherein the one or more illuminated areas stand alone.

65. (New) A method according to claim 1, wherein the one or more illuminated areas are mounted on a roof of a building.

66. (New) A method according to claim 1, wherein the one or more illuminated areas are hung over an entrance of a store.

67. (New) An arrangement according to claim 24, wherein the one or more illuminated areas stand alone.

68. (New) An arrangement according to claim 24, wherein the one or more illuminated areas are mounted on a roof of a building.

69. (New) An arrangement according to claim 24, wherein the one or more illuminated areas are hanging over an entrance of a store.